

<<优势！ 商务谈判英语口语50主题>>

图书基本信息

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商务谈判英语口语50主题>>

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## <<优势！ 商务谈判英语口语50主题>

### 内容概要

在谈判中要被人吞活剥了的感觉，你有没有过？

很多人都会对谈判心生畏惧，尤其是当你需要用非母语的语言来进行谈判的时候。

一想到要置身于某个谈判场景时，你就会膝盖发抖、冒冷汗吗？

或者你只是想要用地道的英语练习一下谈判技巧？

这本书就是为你准备的！

谈判并不只是你说哪些话这么简单，因此本书更关注技巧。

本书分为三个部分：谈判的技巧和原则、贸易谈判、投资谈判。

你可以根据各个实用的主题学习在各种真实的谈判场景下人们所使用的词汇和语句。

更为重要的是，你还可以从中学到各种谈判技巧和原则，帮助你成长为优秀的谈判人才。

本书中的50个主题对话也有助于你学习在真实的生活场景中如何进行交流。

每一个主题都是相对独立的，因此你可以从中挑选对自己最有用的，循序渐进的学习。

本书为你提供最为直截实用、朗朗上口的表达方式，你可以将这些新学到的语言以及谈判技巧直接运用到日常的工作和生活中。

很多人都会对谈判心生畏惧，尤其是当需要用英语来进行谈判的时候。

本书的50个主题有助于你学习在真实的谈判场景中如何进行交流。

本书分为三个部分：谈判的技巧和原则、贸易谈判、投资谈判，涵盖在各种真实的谈判场景下所使用的词汇和语句，提供最为直截实用、朗朗上口的表达方式。

更为重要的是，你还可以从中学到各种谈判技巧和原则，帮助你成长为优秀的英语谈判人才。

#### 作者简介

格兰戴尔，王牌畅销书《商务英语情景口语100主题》作者，在国际商务领域拥有相当丰富的从业经验，在跨文化交流中表现尤其突出；曾供职于广播电台、纸质新闻媒体、美国国会山联邦政府；近期专攻市场营销与品牌合并；本科毕业于杨伯翰大学，主修国际文化专业，后在西安外国语大学进修中文；目前已同丈夫定居北京。

书籍目录

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4 Use independent standards 使用独立的标准 5 Consider best alternative if negotiation doesn't reach agreement 无望达成协议时考虑最佳备选方案

Four Negotiation Skills to Master 谈判的四个重要技巧 6 Don't negotiate against yourself 别为难自己

7 Offering a choice 给对方提供选择 8 Never prove the other person wrong 不要试图证明别人的错误

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## 章节摘录

Consider best alternative if negotiation doesn't reach agreement 无望达成协议时考虑最佳备选方案  
BATNA, or the best alternative to a negotiated agreement, refers to the course of action that will be taken if the current negotiations are not successful and an agreement cannot be reached. Any basic course on negotiation will introduce the concept of BATNA, which emphasizes the importance of determining what your alternatives and options are if the negotiation doesn't reach agreement. Having a BATNA means doing your homework before you begin your negotiation. You should be very clear before you even begin your negotiation what your best option is if you don't reach an acceptable deal with your negotiation partner. It is important to note that the BATNA is not your bottom line. A bottom line acts as a final barrier where a negotiation will not proceed further; it signifies the worst possible outcome that a negotiator will accept. However, BATNA is a carefully considered contingency plan. It's like having a plan B if your negotiation doesn't work out. Having a clear idea about your best alternate solution will give you a great edge in negotiation because it will keep you from agreeing to something less favorable than what you could do without the negotiation. In fact, one of the most important things you can do to be a successful negotiator is to understand the power of developing a strong BATNA before starting any negotiation. Having a strong BATNA will let you know whether or not to accept a negotiated settlement because you will already know whether it is possible to obtain a better outcome by alternative means. The negotiated agreement should not be accepted if it is not deemed better than the BATNA. Practical application of the BATNA concept includes planning for adequate time in your negotiation preparation to research potential options for what you would do if your negotiation doesn't work out. When creating a BATNA, you should first brainstorm a list of all available alternatives that might be considered if the negotiation proves unfruitful. Second, examine the most promising choices on your list and develop them into attainable or practical options. Finally, identify the most promising of the alternatives and keep it in reserve during the negotiation as a fall-back. Furthermore, to negotiate with greatest success, you should not only know your own BATNA, but also learn to accurately estimate your partner's BATNA. 谈判协议无望达成时的最佳备选方案或简称BATNA,指的是在谈判成功无望或者无法达成协议的前提下,应当采取的方针政策。任何有关谈判的基础课程都会介绍有关BATNA的概念,它是强调在谈判无法达成一致的情况下确定你所拥有的选择的重要性。

拥有BATNA意味着在开始谈判之前要做许多的准备工作。

甚至在谈判开始前,你就应当十分清楚如果与谈判伙伴达成可接受协议无果时,您所拥有的最佳选择是什么。

认识到BATNA有别于你的底线是十分必要的。

底线指的是在谈判走到穷途末路时的最后关卡,意味着谈判者将接受的最糟糕的结果。

而BATNA则是经过深思熟虑的应急计划,就如同是在谈判无果时候的B计划。

你要对自己的最佳备选方案有一个清晰的概念,这将是你在谈判中的一个极大的优势,因为这样会避免你去接受一些其有利程度还不如不经谈判就可坐拥的选择。

作为一个成功的谈判专家所必备的能力之一,就是在任何谈判前都能认识到制定一个强有力的BATNA所起的作用。

掌握一个强有力的BATNA将会帮助您判断接受某个谈判条件的时机,因为你已经事先了解能否还有别的什么备选条件可以换取更好的谈判结果。

如果还达不到BATNA的协商条件就不应该轻易接受。

对BATNA概念的实际应用包含在谈判的准备阶段,以充分的时间来研究在谈判不奏效的情况下,存在的可能的备选方案。

在制定BATNA的时候,首先应当列出在谈判无果的时候可供考虑的所有可替换性选择。

此时,分析清单上最有前景的选项,并将其发展延伸成为最具可行性、最实际的选择。

最后,确认选项中最有可能性的并将其作为谈判过程中的退路。

此外,为了能够最大限度的获得成功,你不仅要了解自己的BATNA,而且要学会准确估计对方在谈判

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协议无望达成时的最佳备选方案。

Dialogue 1 A: How 's your research coming? Are you going to be ready for the meeting with Charlie tomorrow? B: I think I 'll be ready. I know Charlie will drive a hard bargain, so I 've put a lot of effort into knowing the market. I 've come up with some really great options for our BATNA on this one. A: Like what? B: Well, first, I compiled a list of all the other suppliers in the Cleveland area. I 've contacted more than 20 different factories to get their basic estimate on the same product we 're trying to get from Charlie. I know what the market is like, and I have a few very tangible options if the negotiation doesn 't work out. A: Sounds good. But you 'd probably better consider more than just price when you are looking at the other options. B: Yeah, I know. We 're looking for the best deal all-around. We 've been working together with Charlie for a long time. He 's been our supplier for ages, so I hate to ruin a lasting relationship just because I can get a little lower price somewhere else. A: You 've got to evaluate the best option from all angles. Relationship-wise, price-wise, insurance and transportation considerations... everything all figures in. Do you have one of the alternatives chosen as your best one? B: Not yet, I 'm still hammering a few things out. A: Better hurry. Your meeting with Charlie is at 9 am tomorrow morning! A: 你的调查进展如何? 你准备好明天和查理会面了吗?

B: 我想我准备好了。

我知道查理肯定会拼命杀价，所以我尽了最大努力来了解市场。我们为此准备了好几个“谈判无果时以达成协议的备选最佳方案”。

A: 比方说?

B: 首先，我列一份所有在克利夫兰地区的供货商名单。

就我们想从查理那里买的同类产品的价格，我已经咨询了20家企业的初步报价。我知道市场是相类似的，一旦谈判无果，我就已经准备好了一些很实在的选择。

A: 听上去很不错。

但是，你在对比别的选择的时候，最好不要只考虑价格。

B: 我明白。

我们从各个方面来寻找最好的方案。

我们已经和查理共事很久了，在很长的一个时间段里他都是我们的供货商，我不会为了别的地方价格上的略微优势就匆匆葬送这个长久以来的关系。

A: 您得从各个角度来衡量最好的选择。

良好的关系、理性的价格、保险和运输方面的考虑??所有的都应考虑进去。你有没有可供挑选的最好的选项?

B: 还没有，我还在权衡推敲一些事宜。

A: 得快点儿，你跟查理的会面是明早9点。

Dialogue 2 A: Is \$50 per unit the best price you 've got to offer? B: With the specifications you 've given, \$50 per unit is a pretty good deal... I imagine you can 't find much lower than that on the market these days, no matter how hard you look. Also, you 've got to remember, we 're also offering to give you a discount on shipping, and throw in an option for a higher discount on your next order. I 'm guessing you 're not going to find a better deal than what you 've got with us.... A: We do appreciate your offer to give such a great value on the shipping. I am concerned about the final price offer per unit though. B: Do you have any better offers from anyone else? A: Well, we might. I was hoping to get a price at least as low as \$40 per unit. B: Honestly, that might not really be feasible for us. Like I said, \$50 is a very reasonable price, considering all the extras we 're throwing in for you. A: Yes, well, perhaps. I don 't think we can reach an agreement with \$50 per unit as the final price. A: 每件50美元就是你最优惠的价格了吗?

B: 根据您提出的规格，50美元每件已经是非常好的价格了??我想您最近很难在市场上找到比这个还要低的价格了。

还有，就是别忘了在船运方面我们还给出一个折扣，对您下一单货我们还会给出更高的折扣。

我猜您找不到比我们给出的条件更好的了?? A: 我们很感激您对船运方面给出的优惠，但是我还

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是比较关心最终的价格。

B：您有别处给出的更好的报价吗？

A：我们可能有，我一直都希望拿到至少低于40美元每件的价格。

B：老实说，那对我们来说不大可行。

就像我说的，考虑到在别的方面我们给你的额外的好处，50美元每件是一个非常合理的价格了。

A：也许是吧。

我觉得每件50美元的最终价格我们没办法达成协议。

编辑推荐

成功谈判的实用良策，智慧交锋的随行法宝，王牌畅销书《商务英语情景口语100主题》作者Amanda Crandell Ju最新力作。

英语国际人知性英语·自信表达。

谈判不是“敌我交锋”，而应创造双赢选择，营造一个氛围鼓舞大家，共同探索各种可能，压倒性的观点绝不存在。不会变通是谈判大敌，无望达成协议时要考虑最佳备选方案，永远别试图证明别人是错的，没有回馈就不要做出让步，谈判开始前设好底线，找对谈判对象，否则白费功夫，感到无助或无能为力时怎么办？

，不能过多顾忌对方的感受，排除物质因素干扰，切勿虎头蛇尾。

英语国际人知性英语·自信表达



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